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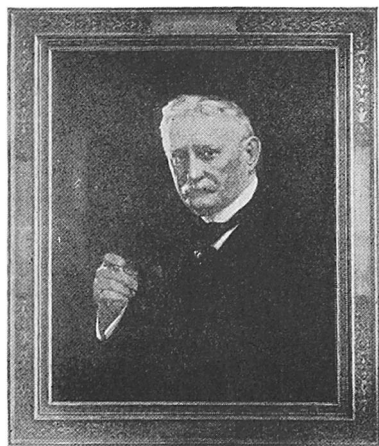
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A New Idea In the World of Art

THE painting of oil portraits from photographs, instead of from life, is assuredly not new, but the organizing, maintenance and direction of a staff of artists giving their entire time and thought, in other words, *specializing*, in this one particular field of portrait painting, is decidedly novel.

That is the Gordan idea. An idea that is being appreciated more and more each year, for by painting from a photograph embodying good likeness, expression, pose and composition, all fear of losing "likeness," all annoyance of "sittings," all risk of failure is done away with. Yet character, style of painting, individuality and all other factors which are recognized in art as worthy and essential are held with fidelity.

Gordan Portraits have won the respect and confidence of conservative critics. They are to be found to-day in many homes of refinement, in clubs, colleges, banks and other institutions throughout this country and abroad. They are sold at from \$100 to \$2000, depending upon size, but all orders are accepted with the distinct understanding that the purchaser shall have the privilege of rejection, and shall be under no obligation unless the portrait is satisfactory.

The Gordan Studios

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